



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of

Rudnick

Serial No. 09/752,751

Filed:

Invention: Method and System for Providing Direct and Indirect Sales Channels from a Single Point of Purchase

Examiner: Tamara L. Graysay
Group Art Unit 3623

RESPONSE TO OFFICE ACTION NO. 1

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

In response to Office Action No. 1 dated July 12, 2004, the Applicant hereby submits the enclosed Response. The Applicant requests that the amendments to the Specification and Abstract beginning on page 2 of this Response, the claim amendments reflected in the listing of claims beginning on page 6 of this Response and the amendments to the drawings beginning on page 8 of this Response be entered in the above-referenced application.

Remarks start on page 9 of this Response.

An Appendix including amended drawing figures is attached following page 10 as well as an Affidavit of Inventor Alan Rudnick. Paragraph number references used herein correspond to the paragraph number references in the application as published (Publication No. 20010032113).

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